Prithvi Manjunatha

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EDUCATION

Purdue University   West Lafayette, IN | Aug 2023 – May 2025
MSc in Human Computer Interaction, GPA: 3.94/4.00, Major GPA - 4.00/4.00
Visvesvaraya Technological University   KA, India
Bachelor of Architecture, GPA – 3.73/4.00, Major GPA - 4.00/4.00

EXPERIENCE

Apple - User Experience Researcher   Cupertino, CA | July 2025 - Present

• Designed, prototyped, & assisted in building a web platform for conducting user research currently used across research teams of researchers, engineers, data analysts, and users.
• Automated data processing & visualization of user research for 80+ user data submissions through scripting & presented a working demo to cross-functional teams.
• Collaborated with researchers & engineers to refine research protocols for user testing & executed design validation studies.
• Conducted user interviews with stakeholders & collected quantitative and qualitative data to inform design decisions influencing product development.

Purdue University - Product Designer and UX Researcher   Aug 2023 - June 2025

ExPeerience - *Accepted at ACM Intelligent User Interfaces 2026*

• Built an interactive prototype of an AI-powered learning platform for programming students, integrating user interactions from 4 applications and achieved a 32% reduction in task completion time.
• Analyzed data of 300+ user survey responses from 4 user studies informing design decisions establishing product goals.
• Prototyped platform to test 3 core features using cognitive walkthroughs & collaborated with engineers for development.

WearA11y

• Conducted research at DE4M lab evaluating accessible features of digital and wearable assistive technologies tailored for individuals with impairments including users with BVI, DHH, and physical & motor disabilities.
• Researched input and output methods used in wearables aimed at providing improved assistance for users and produced design artifacts and product recommendations.

AIDA3

• Led design of NSF grant application website ($18M project) and redesign of research lab's website, prioritizing discoverability and registration for increase in sign-ups and engagement.
• Reduced bounce rates by 27% by revamping the design system for improved consistency and built the website on WordPress.

Ford Motor Company - Product Designer   Jan 2024 - May 2024

• Co-led design of a communication platform to streamline collaboration for event coordination and peer recognition.
• Conducted user interviews with users to inform the site information architecture & iteratively incorporated user feedback.
• Validated designs of 3 core features through 2 user studies of 8 users by building prototypes and establishing user testing protocol
• Built a design system ensuring scalability and produced documentation for engineers and product managers for development.

OnBoard Meetings - Product Designer   Aug 2023 - Dec 2023

• Evaluated 2 core features - Approval and Meetings, to identify usability issues and redesigned the existing design system addressing the platform's evolving user needs.
• Conducted 5+ co-design workshops and usability tests with target users, by developing research protocol and gathering qualitative data on user behavior for detailed redesign proposal through end-to-end research and design process..
• Translated research insights into high fidelity prototypes for user testing, achieving a 38% reduction in clicks and 21% decrease in task completion time evaluated through 6+ user tests.

SKILLS

Research and Design
User research, usability testing, data visualization, data analysis, product thinking, product strategy, user personas, user journey mapping, user flows, information architecture, A/B testing, low-fidelity wireframing, mid-fidelity mockups, high-fidelity prototyping, design systems, interaction design, visual design

Tools
Figma, Adobe Creative Suite, Google Workplace Suite, Framer, Webflow, WordPress, Miro, NVivo, HTML/CSS